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(71)Applicant : NIPPON SEIKI CO LTD

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(72)Inventor : SATO TAKAO
KURIHARA KAZUMA
WATANABE MASA HARU

(54) LIQUID CRYSTAL DISPLAY DEVICE

(57)Abstract:

PURPOSE: To provide excellent contrast of a liquid crystal panel and to uniformize nearly a nice look without changing a drive voltage of a light source with a complex electric circuit by adjusting transmissivity to be low when luminance of a lighting light source is high and adjusting the transmissivity to be light when the luminance of the light source is low.

CONSTITUTION: The liquid crystal panel 2 displays a display pattern by the drive voltage from a liquid crystal driver 11. A lamp 8 and an LED 9 being two kinds of light sources are provided on the rear surface of the liquid crystal panel 2, and they light the liquid crystal panel 2 from the rear surface while switching. Then, a control part 14 controls the liquid crystal driver 11 so as to adjust and supply the drive voltage so as to uniformize nearly the transmissivity of the liquid crystal panel 2 according to the lamp 8 and the LED 9.

